

DESIGNING AI FOR DEMOCRACY:
Combating Disinformation by Technological Measures
(THE “CHALLENGE”)

OFFICIAL RULES

1. No purchase or payment necessary to enter or win. Submission of any entry constitutes agreement to these official rules of the Challenge.

2. **Dates and Timing**

Registration Period: March 17, 2024 at 13:00 – May 19, 2024 at 13:00 Israel Time (“**Registration Period**”).

Winners of the first Stage Announced: June 2, 2024.

Submission of Proof of Concept at the Development Stage: September 15, 2024 at 13:00 Israel Time.

Announcement of the Winning Initiative of the Challenge: October 2024.

3. **Challenge Administrators**

The Chief Justice Meir Shamgar Center for Digital Law and Innovation at the Buchman Law Faculty, the Edmond J. Safra Center for Ethics, the Center for AI & Data Science, and Blavatnik Interdisciplinary Cyber Research Center at Tel Aviv University, Bright Data, Microsoft Israel, Microsoft for Startups, Israel Internet Association, The British Embassy in Israel, and Meitar Law Association (“**Challenge Administrators**”).

4. **Eligibility**

The Challenge is open to:

- Individuals aged 18 and above, residing in Israel. (“**Eligible Individuals**”);
- Multidisciplinary teams (at least two team members), according to the following parameters (“**Team**”):
 - A. Discipline – exact sciences, engineering, humanities, social sciences, law.
 - B. Education – students at an institution of higher education, research fellows, senior researchers.
 - C. Sector – academia, civil society, industry, private/public sector.

- Availability to participate in the Challenge training (See section 9 below)

(The above are collectively, “**Entrants**”)

An Eligible Individual may join more than one Team and an Eligible Individual who is part of a Team may also enter the Challenge on an individual basis. If a Team is entering the Challenge, they must appoint and authorize one individual (the “**Representative**”) to represent, act, and enter a Submission, on their behalf. By entering a Submission on behalf of a Team, the Representative will warrant that they are authorized to act on behalf of their Team.

PLEASE NOTE: It is the **Entrants** sole responsibility to review and understand their employer’s policies regarding their eligibility to participate in trade promotions, including this Challenge. If **the Entrants** are participating in violation of their employer’s policies, **the Entrants** may be disqualified from entering or receiving prizes. Administrators disclaim any and all liability or responsibility for disputes arising between an employee and their employer related to this matter, and prizes will only be awarded in compliance with the employer’s policies.

5. **Participation in the Challenge**

Entrants may enter by visiting <https://www.shamgarlaw.sites.tau.ac.il/> (“**Challenge Website**”) and submitting the application form on the Challenge Website.

6. **Language Requirements**

All Submission materials must be in English.

7. **Selection Process**

Eligible submissions will be evaluated by a panel of experts to be selected by the administrators (“**Judges**”).

All submissions will be evaluated in all stages of the Challenge based on the following criteria and according to the sole and absolute discretion of the judges: (the “**Judging Criteria**”):

1. Innovation and Creativity
2. Efficiency
3. Impact

8. Intellectual Property Rights

The Submission must: (a) be the Entrants original work product; (b) be solely owned by the Entrants with no other person or entity having any right or interest in it; and (c) not violate the intellectual property rights or other rights including but not limited to copyright, trademark, patent, contract, and/or privacy rights, of any other person or entity. An Entrant may contract with a third party for technical assistance to create the Submission provided the Submission components are solely the Entrant's work product and the result of the Entrant's ideas and creativity, and the Entrant owns all rights to them. An Entrant may submit a Submission that includes the use of open source software or hardware, provided the Entrant complies with applicable open source licenses and, as part of the Submission, creates software that enhances and builds upon the features and functionality included in the underlying open source product. By entering the Challenge, the Entrants represent, warrant, and agree that their Submission meets these requirements.

All submissions remain the intellectual property of the individuals that developed them. Entrants agree that the Administrators shall have the right to promote the submission and use the name, likeness, voice and image of all individuals contributing to a submission, in any materials promoting or publicizing the Challenge and its results. Some Submission components may be displayed to the public. Other Submission materials may be viewed by the Administrators and Judges for screening and evaluation. By submitting an entry or accepting any prize, entrants represent and warrant that (a) submitted content is not copyrighted, protected by trade secret or otherwise subject to third party intellectual property rights or other proprietary rights, including privacy and publicity rights, unless Entrant is the owner of such rights or has permission from their rightful owner to post the content; and (b) the content submitted does not contain any viruses, Trojan horses, worms, spyware or other disabling devices or harmful or malicious code.

9. Stages of the Challenge and Prizes

Stages of the Challenge:

Applying to Challenge ("First Stage")	At least 5 top ranked submissions will be selected to move to the Development Stage (" winners in the first stage ").
Development Stage (" Development Stage ")	<p>The winners in the first stage shall submit a "Proof of Concept" including (a) an in-depth explanation of the problem requiring a solution—analysis of the existing situation, identification of the target audience and existing hindrances; (b) a technological model of the solution, ways to assess the model's success, and the feasibility of the proposed model, including anticipated setbacks.</p> <p>All winners in the first stage shall attend training courses adapted to the submitted proposals and shall be accompanied by relevant mentors in various fields.</p> <p>During the Development Stage, the selected winners in the first stage shall regularly conduct weekly meetings for a period of at least six weeks, for a minimum of four hours of working in tandem ("Training of the Challenge requirement").</p>
Announcing the Winning Initiative of the Challenge	Selecting the winning initiative of the Challenge (" Winning Initiative of the Challenge ").

Prizes:

Winning in the First Stage of the Challenge	<ul style="list-style-type: none"> • A package of benefits and support from Microsoft for Startups Founders Hubs, which includes, among other things, \$25,000 worth of access to Microsoft's tools and services (Azure cloud services, Office 365, Dynamics 365, and more). • Access to public data by Bright Data. • Networking – connections to mentors in relevant fields and consultations with lawyers. • Training – by experts in the fields of technology, sales, marketing, and more. • A prize of up to 5,000 NIS scholarship for an undergraduate or graduate student, at any of the recognized institutions of higher education in Israel, who is a member of the team ("Student Prize").
Winning in the Challenge	<ul style="list-style-type: none"> • Grand Prize – 30,000 NIS ("Grand Prize"). • Access to public data by Bright Data.

	<ul style="list-style-type: none"> • Networking – presentation of the project to investors and capital market in Israel and the UK.
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IMPORTANT NOTES ON MULTIPLE PRIZE ELIGIBILITY:

- Each Eligible Submission can win a maximum of one (1) Grand Prize.
- If there are no eligible submissions for a prize, that prize will not be awarded.
- It is possible that more than one Entrant will receive Grand Prize.
- Substitutions & Changes: Prizes are non-transferable by the winner. Administrators in their sole discretion have the right to make a prize substitution of equivalent or greater value. Administrators will not award a prize if there are no eligible submissions entered in the Challenge, or if there are no eligible Entrants or submissions for a specific prize.
- Verification Requirement: THE AWARD OF A PRIZE TO A POTENTIAL WINNER IS SUBJECT TO VERIFICATION OF THE IDENTITY, QUALIFICATIONS AND ROLE OF THE POTENTIAL WINNER IN THE CREATION OF THE SUBMISSION. No submission or submitter shall be deemed a winning submission or winner until their post-competition prize affidavits have been completed and verified, even if prospective winners have been announced verbally or on the competition website. The final decision to designate a winner shall be made by the Administrators.
- Prize Delivery: Prizes will be payable to the Entrant, if an individual; to the Entrant’s Representative, if a Team. It will be the responsibility of the winning Entrant’s Representative to allocate the Prize among their Team’s participating members, as the Representative deems appropriate. A monetary Prize will be mailed to the winning Entrant’s address (if an individual) or the Representative’s address (if a Team), or sent electronically to the Entrant or Entrant Representative’s bank account, only after receipt of the completed winner affidavit and other required forms (collectively the “**Required Forms**”), if applicable.
- Fees & Taxes: Winners (and in the case of Team, all participating members) are responsible for any fees associated with receiving or using a prize, including but not limited to, wiring fees or currency exchange fees. Winners (and in the case of Team, all participating members) are responsible for reporting and paying all applicable taxes in Israel. Winners may be required to provide certain information to facilitate receipt of the award, including completing and submitting any tax or other forms necessary for compliance with applicable withholding and reporting requirements. The Administrators, and/or Prize provider reserve the right to withhold a portion of the prize amount to comply with the tax laws of Israel.

10. Entry Conditions and Release

By entering the Challenge, the Entrant and the Representative agree(s) to the following:

- The relationship between the Entrant or the Representative, and the Administrators, is not a confidential, fiduciary, or other special relationship.
- The Entrant or the Representative will be bound by and comply with these Official Rules and the decisions of the Administrators, and/or the Judges which are binding and final in all matters relating to the Challenge.
- The Entrant or the Representative release, indemnify, defend and hold harmless the Administrators, and their respective parent, subsidiary, and affiliated companies, the Prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Challenge, and all of their respective past and present officers, directors, employees, agents and representatives (hereafter the “**Released Parties**”) from and against any and all claims, expenses, and liabilities (including reasonable attorneys’ fees), including but not limited to negligence and damages of any kind to persons and property, defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a Entrant’s entry, creation of Submission or entry of a Submission, participation in the Challenge, acceptance or use or misuse of the Prize (including any travel or activity related thereto) and/or the broadcast, transmission, performance, exploitation or use of the Submission as authorized or licensed by these Official Rules.
- Without limiting the foregoing, the Released Parties shall have no liability in connection with:
 - Any incorrect or inaccurate information, whether caused by the Administrator’s electronic or printing error, or by any of the equipment or programming associated with or utilized in the Challenge;
 - Technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, internet connectivity or electronic transmission errors, or network hardware or software or failure of the Challenge Website;
 - Unauthorized human intervention in any part of the entry process or the Challenge;
 - Technical or human error which may occur in the administration of the Challenge or the processing of Submissions; or

- Any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from the Entrant's participation in the Challenge or receipt or use or misuse of any Prize.
- The Released Parties are not responsible for incomplete, late, misdirected, damaged, lost, illegible, or incomprehensible Submissions or for address or email address changes of the Entrants. Proof of sending or submitting the aforementioned will not be deemed to be proof of receipt by Administrators. If for any reason any Entrant's Submission is determined to have not been received or been erroneously deleted, lost, or otherwise destroyed or corrupted, the Entrant's sole remedy is to request the opportunity to resubmit its Submission. Such a request must be made promptly after the Entrant knows or should have known there was a problem and will be determined at the sole discretion of the Administrators.

11. Publicity

By participating in the Challenge, Entrant consents to the promotion and display of the Entrant's Submission, and to the use of personal information about themselves for promotional purposes, by Administrators, and third parties acting on their behalf. Such personal information includes, but is not limited to, your name, likeness, photograph, voice, opinions, comments and hometown and country of residence. It may be used in any existing or newly created media, worldwide without further payment or consideration or right of review, unless prohibited by law. Authorized use includes but is not limited to advertising and promotional purposes.

12. General Conditions

- Administrators reserve the right, in their sole discretion, to cancel, suspend and/or modify the Challenge, or any part of it, in the event of a technical failure, fraud, or any other factor or event that was not anticipated or is not within their control.
- Administrators reserve the right in their sole discretion to disqualify any individual or Entrant if it finds to be actually or presenting the appearance of tampering with the entry process or the operation of the Challenge or to be acting in violation of these Official Rules or in a manner that is inappropriate, unsportsmanlike, not in the best interests of this Challenge, or a violation of any applicable law or regulation.
- If there is any discrepancy or inconsistency between the terms and conditions of the Official Rules and disclosures or other statements contained in any Challenge materials, including but not limited to the Challenge Submission form, the Challenge Website, or advertising, the terms and conditions of the Official Rules shall prevail.

- The terms and conditions of the Official Rules are subject to change at any time, including the rights or obligations of the Entrant, the Administrators. The Administrators will post the terms and conditions of the amended Official Rules on the Challenge Website. To the fullest extent permitted by law, any amendment will become effective at the time specified in the posting of the amended Official Rules or, if no time is specified, the time of posting.
- The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Should any provision of these Official Rules be or become illegal or unenforceable in any jurisdiction whose laws or regulations may apply to an Entrant, such illegality or unenforceability shall leave the remainder of these Official Rules, including the Rule affected, to the fullest extent permitted by law, unaffected and valid. The illegal or unenforceable provision shall be replaced by a valid and enforceable provision that comes closest and best reflects the sponsor's intention in a legal and enforceable manner with respect to the invalid or unenforceable provision.
- Excluding Submissions, all intellectual property related to this Challenge, including but not limited to copyrighted material, trademarks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned or used under license by the Administrators. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owners is strictly prohibited. Any use in a Submission of Administrator's intellectual property shall be solely to the extent provided for in these Official Rules.

13. Limitations of Liability

By entering, all Entrants (including, in the case of a Team, all participating members) agree to release the Released Parties from any and all liability in connection with the Prizes or Entrant's participation in the Challenge. Provided, however, that any liability limitation regarding gross negligence or intentional acts, or events of death or body injury shall not be applicable in jurisdictions where such limitation is not legal.

14. Disputes

Under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than contestant's actual out-of-pocket expenses (i.e., costs associated with entering this Challenge), and Entrant further waives all rights to have damages multiplied or increased.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and

Administrators in connection with this Challenge, shall be governed by, and construed in accordance with, the substantive laws of the State of Israel, and any dispute will be file to the relevant curt in Tel Aviv, Israel.

For questions, send an email to shamgarlaw@tauex.tau.ac.il.